



December 2011 - January 2012

Durban, South Africa



*“Exhibition Islam  
returns to Durban,  
South Africa...”*

**Exhibition Islam**



Front cover: Visitors marvel at the model of the Prophet's Mosque

Below: Fairground attractions at the Souk 2011



## OUR HOSTS



### Al Ansaar Foundation

Exhibition Islam would like to thank our hosts, the Al Ansaar Foundation who organised the International Trade Fair in Durban, otherwise known as the SOUK.

We were pleased to once again have had full support from all the directors, Riaz Jamal, Azeem Bux, M J Mohamed, Advocate A B Mohamed and the Chairman M A G Joosab.

Al Ansaar Foundation is an Islamic organisation set up in 1993 which undertakes work in various areas addressing the needs of the community.

We would like to thank the event project managers, Habiba Shaik and Asiya Amod.

### Special Thanks

We would also like to thank our local volunteer staff, in particular Mohammed Kadwa.

Special thanks are also due to our personal host Ahmed Chothia.

### Exhibition Islam in South Africa

Exhibition Islam has been at the forefront of delivering high quality Islamic Exhibitions for over 10 years.

From the vast number of exhibition items and posters that Exhibition Islam utilises, only select items were used for this particular exhibition. This ensured that as this was the second time Exhibition Islam has been invited to exhibit at the fair, visitors saw a new range of items.

These items involved, specific posters, artefacts, manuscripts and models of the Ka'aba, Masjid an Nabawi and the inside of the Ka'aba.

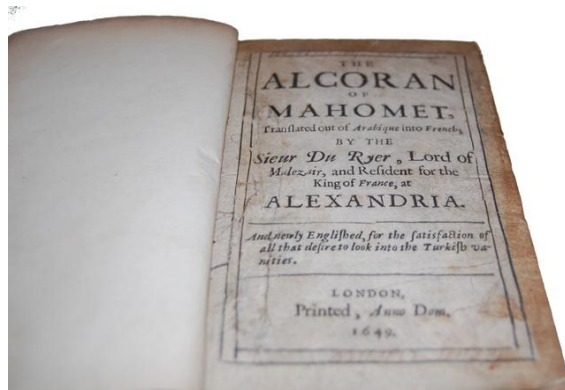
This is the second time Exhibition Islam has been invited to exhibit at the fair.

The 35,000 sq ft Durban Exhibition Centre is situated near the beaches of Durban. It hosted Exhibition Islam from Friday 25<sup>th</sup> December 2009 to Sunday 3<sup>rd</sup> January 2010 the first time that Exhibition Islam visited, and this time, it hosted Exhibition Islam again for the duration of the Souk from Thursday 22<sup>nd</sup> December 2011 to Monday 2<sup>nd</sup> January 2012.





## DISPLAY ITEMS







Some of the items displayed at the exhibition.

Above: A close up of the model of the Prophet's Mosque (Masjid an Nabawi) circa 622 CE with surrounding houses.

From left to right: The first translation of the Qur'an into English by Alexander Ross in 1649;

An extremely fragile Indonesian manuscript dating back to the 17<sup>th</sup> Century written in Jawi script;

An early Abbasid dirham dating approximately 1200 years ago;

A model of the Ka'aba with one corner cut away to reveal how it looks inside.



## TOURS & VISITORS



The exhibition was composed of posters covering the basics of Islam, the life of the prophet Muhammed (peace be upon him), the amazing Qur'an, and Islam's relationship with other faiths.



The Artefacts included original manuscripts, coins from the early Abbasid Caliphs, a replica of an Ottoman soldiers helmet, the first ever Qur'an translated into English and an antique miniature Qur'an.



Three models were displayed; The Mosque of Prophet (peace be upon him) during his final years; The Ka'aba during the time of Ibraheem (peace be upon him) and a cross section of the Ka'aba.



## TOURS & VISITORS



The exhibition was attended by people of all faiths, who appreciated the items on display and enjoyed discussions with the Exhibition Islam team.



The interactive models were a great hit with attendees to the exhibition returning with their families so they too could benefit from the exhibition in general, and the models in particular.



The Exhibition Islam conducted tours for visitors, giving in depth information about the models and exhibits on display.



## TOURS & VISITORS



The exhibition was very well attended with very positive feedback. At times it was difficult to move, especially around the models.



As the inside of the Ka'aba is not seen by many people, many visitors were fascinated with the cut away Ka'aba model.



Towards the back of the exhibition area, there were many translations of the Qur'an, with local translations in Zulu and Sotho added to the Exhibition Islam collection.



## GUESTS & MEDIA COVERAGE



The Exhibition was attended by prominent personalities who were given a tour. Pictured above from right to left is Sheikh Waleed al Sadi (director of South African Relief Agency), Hafiz AB Mohamed (CEO of Al Ansaar), Sheikh Muhammed Hakeem Majid (The Muezzin of Masjid an Nabawi whose family has been in that role for 400 years), Zaheer Ali (Exhibition Islam) and Sheikh Saleh Mohammed al-Hindi (Imam of Masjid Ijaba in Madina).



The event benefited greatly from regular publicity. Interviews given by the Exhibition Islam team included:

- Interview on Radio Al Ansaar on Friday 23rd December 2011
- Panel Discussion with Channel Islam International on Saturday 24th December 2011
- A speech at the Opening of the Souk on Monday 26th December 2011
- An Interview with ITV, the Islamic Satellite Station from South Africa) on Monday 26th December 2011
- A radio interview on the Breakfast Show on Channel Islam International on Wednesday 28th December 2011



Exhibition Islam does not necessarily endorse all the views of any organisation mentioned in this report. The partnership agreement to hold this exhibition does not constitute an endorsement or an approval by either party of any additional products, services, policies or opinions of the other organisation or individuals involved within it.





[www.exhibitionislam.com](http://www.exhibitionislam.com)